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# Consumers' guide

October 1944



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LEE MARSHALL  
Director, Office of Distribution

# Mustering out V-Day food

**WHEN** the war ends, what will happen to the food the Government has had to stockpile to meet military and lend-lease needs?

Food reserves are a military necessity. We cannot risk the lives of our men and the outcome of the war on whims of the weather or successful enemy shelling of food ships and supply depots.

Yet these surpluses pose a disposal question of concern to the average American family—and one on which the War Food Administration is hard at work. WFA not only buys food for lend-lease and liberated areas but is also responsible for selling Government-owned foods no longer needed for war purposes.

Yellowed newspapers, of the summer of 1919, describe the throngs that crowded to Government "bargain" sales of food the Yanks wouldn't be using because it was all over, over there. Bully beef at give-away prices tempted some; others preferred carting off a hundred pounds of rice for \$6.74, to split with the neighbors; and still others went for canned tomatoes or cherries. Buying good food for a song was sweet music indeed to folks who had been battling the high cost of living.

To the present-day housewife who is stretching her budget, such huge bargain

sales don't sound too bad on first reading, perhaps. But there's another side to the story—one that WFA is striving to see will not be repeated when this war is over.

Those big stores of Government food dumped on the market in 1919 broke prices for farmers and the food trade, left them with stocks of food they couldn't sell except at a loss.

The cans of stuff that householders bought—more than they could actually use, sometimes—were cheap. They looked like bargains. But a bargain is not a bargain if it involves waste and brings hard times and bankruptcy in its wake not only for agriculture but for industry. One can't go down without pulling the other down with it.

It is well to remember that our complex economic structure requires a delicate balance to keep everything running smoothly. Agriculture, labor, and industry, are interdependent. The factory owner and the small town merchant depend on the farmer's trade to meet their pay rolls. Jobless men can't buy food, radios, or automobiles they would like to have—or that the farmers and manufacturers would like to sell. It's to everybody's interest to keep our economic machinery running smoothly, working toward full employment. Hence, the

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concern of War Food Administration to do everything possible to handle food stocks in the best interests of all—farmers, consumers, and the food industry.

Several positive steps have been taken in the belief that the mistakes of World War I reconversion need not be repeated, if farmers, the food trade, and the public cooperate fully. For one thing, the WFA is buying only enough food to meet foreseeable needs for lend-lease and relief feeding. Also, WFA and other Government procurement agencies check their inventories and dispose of surplus stocks as they develop, with changing war needs. Already regular trade channels are absorbing, monthly, between 8 and 10 million dollars' worth of food sold by the Government.

Congress has directed that the programs to support agricultural prices be continued for at least 2 years after the war—thus assuring farmers, who expanded to meet war production goals, an opportunity to adjust gradually to peacetime production schedules.

Two other factors lend strength to the hope that we will be able to move back gradually into normal peacetime food economy without violent price fluctuations which ultimately would be costly to consumers as well as to producers and distributors. In the first place, prices have been more stabilized during this war. The need for relief feeding overseas will be greater this time because hunger is more widespread and the destruction of farm land, equipment, and livestock has been far greater. Too, the United Nations have formed an organization to help with relief and rehabilitation. Also, military authorities apparently expect the war in the Pacific to take longer to finish than the war in Europe, so Government procurement of foods will not end with the collapse of Germany.

But there will be problems in handling post-war food supplies—problems worthy of the best efforts of everyone, farmers, consumers, and the food trade. Let's work them out together!

*Lee Marshall*

## CONSUMERS' GUIDE Issued Monthly

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# Soldiers' return

**Thousands of boys came home  
in 1919. Millions of veterans  
will return when this war ends**

WHAT kind of a homecoming will it be—this homecoming which may eventually reach the staggering total of 15 million men, depending on the length of the war and the degree of turnover in the armed forces?

The answer to this question won't wait, since the returned soldier is already here in large numbers. By June 30, 1944, nearly a million officers and men had received honorable discharges from the Army, many of them for wounds received overseas. What happens to these men now is all-important to their lives and to the lives of their families. It is important also for the morale of the millions of other soldiers still in active service who are resolutely finishing a job that has to be done. What happens to these millions of Americans is important also to the other millions of Americans, their neighbors, with whose lives theirs are inseparably bound.

Many Federal agencies are already hard at work on programs designed to help the returning soldier. But Government officials alone can't do the job—laws and appropriations are only a start. When G.I. Joe comes home to be just plain Joe Citizen, his future rests not alone in laws, however good, nor in the blueprints of rehabilitation programs, however sound. What Joe does for himself, what his family does to help him, what the community does or says, how his boss treats him, the attitude of his foreman and fellow workers, the helpfulness of his draft board—all these things and many more will determine the future of the returned soldier.

The folks at home feel that the soldier has sacrificed more than his share and they want to help him come back. But since the average American is not an expert in psychology or social work or economics, many are wondering uncertainly just what a plain housewife or ordinary businessman can do,

something more effective than well-wishing, something to prevent a repetition of conditions which prevailed after the last war.

A survey of some of the things now being done for veterans will show how the average citizen fits into the picture.

Although upward of 11 million men now in uniform are home town boys, they will be strangers when they come back. War has changed things at home. War has changed them, too—from civilians to soldiers—and they cannot put aside the new ways of thinking when they take off their uniforms. They will need understanding friends to make them feel at home.

How much a little understanding can mean to a battle-scarred veteran is revealed by an incident which occurred in the office of the Veterans Employment Representative of the United States Employment Service in Houston. Chief actor in the little drama was an ex-sailor who had been blown from the deck of a ship in the Pacific. He had been through a lot but, like most veterans, his first thought was to get work. His interest and training seemed to make him a "natural" for a job with a ship builder who happened to be in the office looking for help. The ship builder decided to hire the ex-sailor, on the spot. To clinch the deal, he asked the lad to fill out the routine application blanks. This the veteran started to do but in the middle of answering the questions he rebelled—took the blanks into bits and said he had had his fill of red tape in the Service, that he shouldn't have to fill out any more blanks just to go to work.

That might have been the end of the case—or rather the tragic beginning of the story

of a misfit veteran. But happily the job counselor didn't treat the veteran as a case but as an individual with feelings and problems. He recognized that bronzed and husky though he looked, this young man was tired and nervous from the hardships he had suffered and the dangers he had faced. He remembered from their conversation that the man's family lived on a farm about 150 miles away. So in a matter-of-fact way, the counselor advised him to go home for a well-earned rest before beginning to look for a job. Before he left the office, the ex-sailor had calmed down considerably. And about 3 weeks later a letter arrived from the country saying that his nervous tension had passed and he was ready for a job—that the friendly advice to take a vacation was the best he had ever had.

Another thing that needs to be clearly understood by all is that the benefits and assistance available to ex-servicemen from the Government are their right—given them in recognition of their services. This is important, since the typical veteran is sensitive and proud.

A case in point is an SOS call which the Washington Draft Aid Center recently received from a businessman. Where should he send a disabled ex-serviceman who had already found himself a job to start next week but had spent his mustering out pay and meanwhile had no money to live on until his "readjustment allowance" came through?

When the businessman was advised to direct his veteran friend to the Red Cross, he answered that the boy didn't want to go to a welfare agency for charity. To that the answer was: But it's not charity. The Red



Cross under its charter from Congress is obligated to assist servicemen, ex-servicemen, and their families in meeting the needs which arise from a man's service in the armed forces.

Incidents such as these have served to drive home the need for establishing an Information Center, in every community, where the ex-soldier can get an accurate, friendly answer to most of his questions or be referred to the exact person or place where he can obtain specialized or technical information when it cannot be supplied by the Center.

The 6,500 draft boards, and the 1,500 full-time and 2,000 part-time Veterans Employment Service offices of the USES, as well as the more than 100 Veterans Administration field agencies are in fact information centers—since they are called upon to answer questions not only regarding the programs which they administer but also regarding the programs of other agencies, too.

Foremost among the questions facing the homecoming veteran is the job question. The soldier wants a job and deserves it. The re-employment section in the draft law takes cognizance of that, as do letters from the men overseas and in camps, and statements from medical officers and others in a position to know.

Ex-servicemen have re-employment rights under the law, if they are able to do the job and it will not work undue hardship on their old employers to hire them. But if he wants to assert these rights an ex-serviceman is required to notify his old employer, within 40 days after his discharge, of his wish to resume his pre-war occupation. Also he is

advised to consult with his local draft board which acts locally for the Selective Service System in protecting the veteran's re-employment rights.

So far returned veterans have had little trouble in getting back their old jobs. By and large, employers have been most cooperative in fitting veterans back into their old jobs. But there have been widely publicized reports that most of the men who come back are looking for a change. A frequent estimate is that only about 25 percent of ex-servicemen will want their old jobs back.

Selective Service officials feel strongly, however, that these figures are deceptively low. They point out that there have been more high-paying jobs to tempt the returning soldier to date than we can expect during the demobilization period. Also a larger proportion of those who are now coming home have been medically discharged and need to train for less strenuous or nerve-wracking jobs in which their disabilities will not be a handicap.

The sole responsibility for rehabilitating veterans with disabilities of service-connected origin is vested with the Veterans Administration.

One case, among the nearly 5,000 disabled veterans of this war who were in training or had completed courses, through July 31 of this year, under the rehabilitation program, is that of an ex-soldier who served with the Military Intelligence in Africa. His eardrums were punctured in an explosion as he was heroically trying to uncouple a burning car from a munitions train. As the damage to his hearing disqualified him for his old job in a rubber factory, he applied for

vocational training as a public accountant and is receiving a modest allowance for himself and family while he takes the course. When the report was made, this veteran was making the highest grades in his class. Asked whether he didn't find it hard to do his "home work" with the noise of four small children to distract him, the veteran said, "If it gets too noisy, I simply turn off the button on my head set. Then I'm in a world by myself."

Officials acquainted with the case feel that this disabled veteran will be a very valuable man, especially in a place where there is a great deal of noise. Apparently a number of businessmen in the vicinity are of the same opinion, as several concerns have put in bids to obtain his services upon his graduation.

The competence of the man to fill the job is the crux of the story. As one high-up placement officer expressed it, "American business operates on the profit motive. You can't expect a firm just to hire a man for charity and then keep him on when hard times come. We want to place men on ability to do the job."

An instance of this is the case of a pipe factory which was dubious about hiring blind people. The manager was finally persuaded to give one man a trial, buffing pipes. At the end of the week the blind man was doing better than 50 percent of the other men on the job.

In point of fact the work records of disabled workers who have been properly trained and selectively placed are above the average, according to authorities in the field. There is less absenteeism and labor turnover, and the accident rate is low. The disabled man who has the chance to earn a living doesn't want to jeopardize it.

Employers, take note!

Not all the battle-scarred veterans show visible wounds. Many are victims of nervous troubles brought on by long periods of strain and lack of rest, or by inability to adjust to the rigors of service life.

Getting the right kind of work and the right surroundings during the first 6 months is highly important for veterans who return with war-shattered nerves.

Take the case of the veteran who went job hunting on his own. He tried out one job after another but could never last more than 2 weeks on the job. Finally someone referred him to the Veterans Employment Representative, United States Employment Service. Kindly questioning developed that



First home from the war are the wounded. When the war ends millions more will come home well and strong—eager to work. What are we doing for them?

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the man needed work by himself. Such a job was located and he has been at work 3 months. A checkup revealed he was doing well, recovering from his nervousness.

Employment counselors are trained to take the ex-serviceman's nervousness, and his likes and dislikes, into account as well as the record of his college credits or his experience in industry and in the Service.

Employers can help the veteran and promote the efficiency of their own business (1) by referring their employment requests to the Veterans' Employment Representative, USES; (2) by conducting personnel training courses for veterans; and (3) by being patient with the nervous veteran for the first few months. One placement officer stated the case succinctly by saying: "Employers don't deserve particular credit for hiring veterans now while there is a war on and a manpower shortage and the flags are flying. What they do for the veteran over the long haul is what will count." And being placed in the right job and trained into it is very important for the long haul. Hence the emphasis on scientific placement.

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Even while they are in the service, men are encouraged to take exploratory courses through the Armed Forces Institute which will help them decide whether or not they want to go into a particular field after the war.

For the first boys who have come back, the job market has been relatively good. But what of the men who come back when the big demobilization really begins? The boys who went into the Service out of high school or college and never had civilian jobs? The men who were in business for themselves? The men who, for some reason, have no jobs to come back to, or want new jobs? What chances will they have?

Veterans have returned from other American wars. But this time the problem is greater since more men are involved and the country is more highly industrialized, more people are dependent on jobs, and there is practically no new land left for veterans to settle, as many did after the Revolutionary and the Civil Wars.

This, too, is a problem for the whole Nation!

The "G.I. Bill of Rights" gives the veteran the opportunity under varying conditions to go back to school, from 1 to 4 years, at Government expense; it provides for unemployment payments to veterans who cannot find jobs; and it provides for loans for veterans to go into business, buy homes, farms and farm equipment.

All these aids look toward putting the veteran in business or on the job as quickly and efficiently as possible—so they are contingent on the state of affairs in farming, in labor, in industry.

There you have a project for every community in the country: To estimate the number of returning soldiers and war workers to expect; look over the number of jobs that will be available; and search out ways and means for developing new industries and job opportunities to take care of any job deficit which may be indicated.

To small cities in rural areas, the U. S. Department of Agriculture offers advice and technical aid for setting up a Community Program for Post-War Employment. Such programs, already under way in a number of communities in various parts of the country, have uncovered many helpful facts upon which to base plans for creating more jobs. A survey in a half dozen South Dakota counties, for instance, revealed the farmers there were ready to buy eight to ten times as much household and farm equipment as before the war. While the farmer's purchases in this area before the war had been abnormally low due to drought, still the indicated increase in purchases was enough more than anticipated to cause the merchants in the local town to considerably step up their plans for expanding and for hiring more people.

In communities which have made surveys to develop new post-war job possibilities, the project was usually spark-plugged by one enterprising citizen who saw the need and got everybody else moving. In several towns the survey was initiated by a wide-awake editor, but in most places the

job is still waiting to be started by anybody with the drive and the vision to begin.

For larger towns and industrial areas which are planning ahead, the U. S. Department of Commerce has guides for surveying possibilities for post-war jobs and profits. By August this year about 1,350 communities had started projects in line with this plan for *Community Action for Post-War Jobs and Profits*.

Results of such surveys are of very real interest to the serviceman, not only in terms of jobs but also of small business enterprises in which he may wish to embark—using his savings or the credit backing available to him under the "G. I. Bill of Rights." And veterans are already starting to go into business for themselves, as witnessed by recent newspaper accounts of an ex-serviceman who had to have special negotiations with the Solid Fuels Administration to get back into the coal business, since his quota as of a certain date was zero because he was in the Service then. The problem was solved by setting the veteran's coal quota on the basis of the volume of business he was doing before he went into the Service.

While there is no way of knowing how many veterans want to buy farms, letters received daily in the Department of Agriculture from men in the armed forces and their families, reveal that considerable numbers are interested. In fact, the Secretary of Agriculture felt it necessary to warn soldiers against buying land at inflated prices. Reading matter sent out by the U. S. Department of Agriculture to inquiring servicemen is calculated to give such a realistic

(Concluded on page 16)



Occupational therapy is part of the prescription for mending war-shattered bodies and nerves. Even while still in the hospital, many veterans start job training.

# It's still beef

NOT so much top-grade beef on the market this year as you may have been accustomed to in the past. Even favorite cuts of steaks and roasts may not always have the juiciness which makes them so popular. Most of the beef, for the next few months at least, will probably be of the Utility and Commercial grades. And the reason is: Not much "finish." The cattle from which the beef will come will not have had the luxury of long weeks of grain feeding which gives them what the trade calls "finish."

Generally it takes several weeks in the feed lot, after the cattle have been brought in from the range, to put the fine white lines of fat—the marbling—through the beef and the layer of firm white fat between the meat and the hide. These are sure signs of high-quality beef, and it usually takes plenty of grain feeding to acquire them. Most of the cattle going to market during the next few months will come direct from range and pasture. Relatively small numbers of cattle will have had feed lot finish—and the beef from many of these "finished" animals will be allotted to the armed forces. Our fighting men want beef more than any other meat.

Fifty percent of all meat that we send them is beef, and that includes one-third of all the top grades produced. Incidentally, contrary to popular belief, our allies take only 1 percent of our total beef supply.

Our farmers have produced more meat this year than ever before, largely because pasture conditions have been favorable. To keep up with this, civilian consumers are showing almost an all-time high record for consumption of meat this year.

So there you see the score! We'll have plenty, and we'll eat plenty . . . but we'll have to take it as it comes—tender, if we're lucky; otherwise, less tender. For much of this plentiful beef will be largely from grass-fattened animals — Commercial and Utility grades, according to official standards.

Utility grade beef which is point free has almost no marbling and a very thin, if any, outside layer of fat. The lean meat varies in color, from light to dark red, and is softer than the higher grades of beef. This softness, however, is deceptive and the meat will toughen as it cooks, unless you keep heat moderate. But toughness has no relation to food value.

*And plenty of it, although not so much high-quality beef this season as last. Here's why and what to do about it*

Science has long since shown that the lower grades of lean meat, and cuts that are not so popular as others, contain all the important food elements in the same amounts, pound per pound, as the lean meat in the high-quality, high-priced, and popular cuts. The trick everyone needs to learn is, how to cook this 1944 beef so that it will be appetizing and not monotonous.

Meat gives us important food elements in goodly amounts: Protein of good quality, iron, phosphorus, niacin, thiamine, and riboflavin. Our bodies need all these, and meat is a good way to get them. So don't let unfamiliar cuts or a not-so-enticing quality keep you from having them.

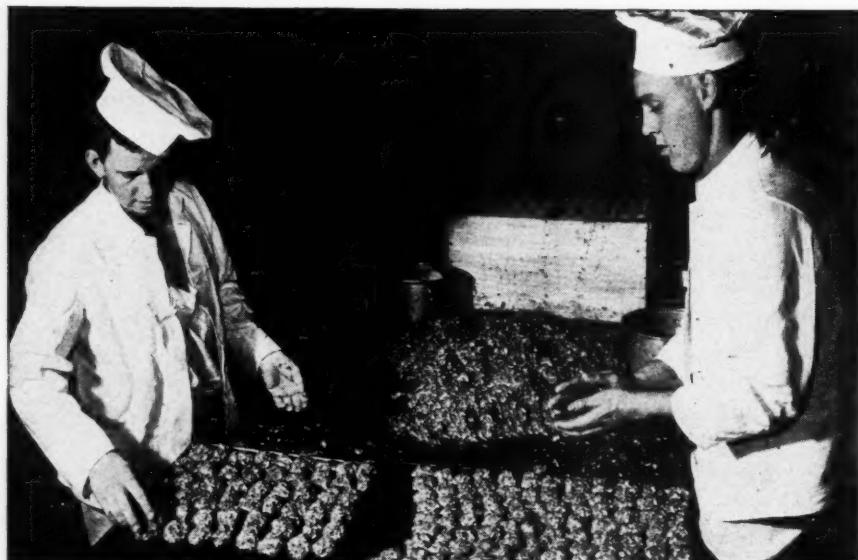
## What to do

As a general rule, less tender meat requires long slow cooking, after it is first browned in fat. There are several tenderizing methods which will help.

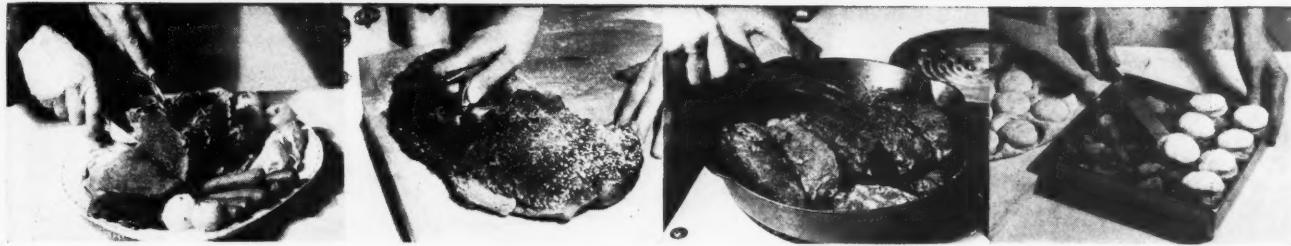
When meat is tenderized the connective tissues are softened or broken down. Connective tissues are the main cause of toughness. Steaks and cutlets and small roasts may be somewhat tenderized with vinegar, or tomatoes. In many foreign countries meat is soaked in vinegar and water, or vinegar and oil before cooking, quite as a matter of course. The vinegar and oil mixture is particularly effective, because while the vinegar softens the tissues, the oil adds fat which lean beef lacks. In the tropics, where the papaya is plentiful, its juice is used instead of vinegar, or a piece of the fruit is cooked with the meat.

Many Americans are familiar with the sound of that traditional tenderizer, the thump of a hammer pounding the steak on the kitchen table—an effective means of breaking connective tissues, and still having your beef in the shape of a steak.

Utility grade beef makes excellent pot roasts. The long slow cooking in a covered pan with a little added liquid is exactly what it needs. The steam generated by the liquid in the closed pan is a good softening agent. For an oven roast, you might try to tenderize it first with vinegar, as you would for steak.



Meat balls make excellent use of less-tender beef. Served with or without spaghetti they have long been favorites. Here Army cooks prepare a batch for some lucky GI's.



Pot roast with vegetables added during the last hour of cooking makes a delicious meal. Swiss steak is tenderized by pounding.

Browning Swiss steak after covering with flour to absorb juices. Beef stew is dressed up with biscuits after long, slow cooking.

### It's not all hamburger

Good cuts to chop or grind up are the same as those from higher grade beef, such as top and lower round, fore part of chuck, lean section of brisket; in fact, any grindable parts.

Home economists recommend grinding a little well-flavored suet, salt pork, or bacon right along with the beef. It will add the needed fat and improve the flavor.

Besides the perennially favorite hamburger and that old standby, the meat loaf, there are many other ways to use ground beef. A good way to get a taste of that broiled beef flavor is to broil ground beef on toast. Toast the bread on one side. Moisten seasoned ground beef with a little milk, spread evenly on the untoasted side, and slide under the broiler for 5 to 10 minutes. Add a few dots of butter, or margarine—and serve. A pound of good meat "as is" makes enough hamburg steak or meat patties for four servings. But it will go farther and the dish will have a better texture if it is combined with bread crumbs, cereal, or other starchy food and milk.

A well-known Good Neighbor dish which uses ground meat is chile con carne. Here is the recipe just as it appears in the Department of Agriculture bulletin, "Meat for Thrifty Meals."

#### *Chile Con Carne*

- $\frac{1}{2}$  pound chili or red kidney beans
- 1 quart water
- $\frac{1}{4}$  pound suet
- 1 onion, sliced
- 3 garlic buttons, sliced
- 1 pound ground lean raw beef
- Chili powder
- Paprika
- Salt

Soak the beans overnight, then cook in the same water until almost tender. Add more water if needed. In the meantime cut the suet into small pieces and fry it crisp, add the onion, garlic, and meat and cook for a few minutes. Add this mixture to the beans and season to taste with chili powder, paprika, and salt. Cook slowly for about an hour or until the mixture thickens. Stir occasionally to prevent sticking to the pan.

### The Stew family

The stew family is an international group: Irish stew, French ragout of beef, Hungarian goulash, English beef steak pie, and shepherd's pie, to mention only a few.

The basis of many of these is beef, cut in inch cubes, browned in fat and then simmered slowly until tender. Beef from the neck, shoulder, plate, brisket, flank, shank, and other cuts are all suitable for stews. Two pounds of lean raw beef without the bone makes 5 to 6 generous servings of all-meat stew. Browning the lightly floured meat in fat makes for a richer flavor and gives that appetizing brown color we all find so pleasant.

Vegetables are at their best when cooked quickly, so do not add them until the meat is almost tender. For recipes for these and other meat dishes, send for: Farmers' Bulletin No. 1908, "Meat for Thrifty Meals," U. S. D. A. Office of Information, Department of Agriculture, Washington 25, D. C.

### If you have any leftovers

Often an ingenious cook makes more savory dishes from leftovers than from the raw meat. Croquettes, stuffed peppers, stuffed cabbage leaves, curry, turnovers, beef and potato puff, timbales, chop suey, and all the variants of hash can be festive fare if prepared with care and imagination. The basis for all of them is cooked meat, diced or ground. A small quantity can go a long way. So save it and use it. Here are a few thumbnail recipes:

**Croquettes.** Season ground cooked meat. Bind with boiled rice, mashed potatoes, white sauce. Shape. Fry or bake.

**Baked stuffed vegetables.** Use same type mixture as for croquettes to stuff peppers, tomatoes, potatoes, eggplant, onions.

**Turnovers.** Fold a well-seasoned filling of chopped, cooked meat in rounds of pastry

dough. Bake. Serve hot . . . or in place of sandwiches in the lunch box.

**Timbales.** Bake a mixture of ground cooked meat, white sauce, beaten eggs, and seasonings in custard cups set in a pan of hot water in a moderate oven.

**Souffles.** Mix ground cooked meat, bread crumbs, white sauce, seasoning, well-beaten egg yolks, folded-in beaten egg whites. Bake in cups or dish set in a pan of water in a moderate oven.

**Creamed meat.** Add chopped or ground cooked meat to milk sauce. Serve as shortcake filling for hot biscuits . . . or pour over bread, toast, waffles, potatoes, boiled rice, or macaroni.

**Hash.** Mix chopped or mashed cooked potatoes with chopped or ground meat. Season to taste and fry in cakes or in one big layer.

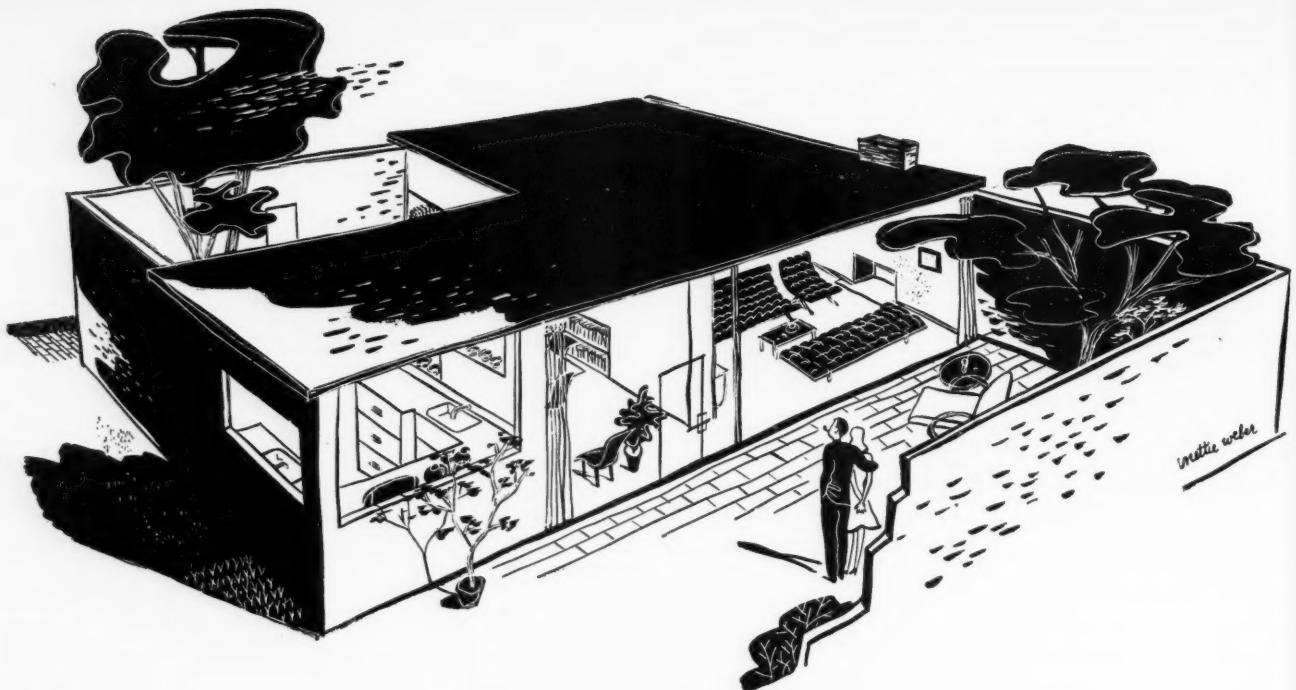
**For Southern hash** cut cooked meat in small pieces, brown in fat. Then add diced potatoes, sliced onion and other seasonings, gravy, or meat broth, and cook on top of the stove or in the oven.

**Scalloped meat.** Fill a baking dish with layers of chopped cooked meat or meat stew and cooked noodles, hominy, macaroni, or cooked vegetables. Pour sauce over all, top with bread crumbs, and bake.

**Sandwiches.** For the lunch box, give a "different" taste to meat by adding catsup, chili sauce, chopped pickle, thin slices of milk onion.

Make *hot open-face sandwiches* by laying slices of cold or hot meat on toast, bread, or biscuits. Top with gravy or savory sauce.

For a *French-toasted sandwich*, spread ground cooked meat between bread slices, dip in egg-and-milk mixture, brown on both sides in a little fat in a frying pan.



## House with a future

**EVEN** if you didn't visit the New York World's Fair, it's very possible that your post-war home will be influenced by its futuristic architectural style.

Self-supporting trussed roofs and movable prefabricated panels that will make four rooms out of one or one out of four may be the answers to the pent-up desire of Americans, crowded into war production centers, for wide-open living space. Or the kitchen may become the point for self-expression, with work tables looking like automobile dashboards. There may be no basements and no attics. Heat may come from radiant coils installed above ground. Television, air-conditioning, precipitrons for removing dust and dirt, and electronics for cooking are possibilities.

Not every house will have one or another of these features, nor will there be many houses that contain *all* the new designs for living. Yet the post-war house will be different. It will be the result of development—a product of the needs of the different groups of Americans for better living. It will represent the culmination of a long-time trend to build houses that are efficient and that satisfy old wants.

No visionary or overenthusiastic advertising copy writer, however, can sell Ameri-

cans a miracle house unless it is the house they want. Some will want to build houses such as were planned before the war; others will want to create new models. You can be sure that the new home will be new and different only to the degree that Americans want it—and can afford it. On the whole, architects and builders, Government housing authorities, furniture manufacturers and magazine editors believe that Americans will want something new—provided it is not too revolutionary, too expensive, or too gadgety.

The first point to consider in predicting post-war housing is the number of people who will be building. According to a recent magazine survey, all people don't consider a new house as first choice among desired purchases at the conclusion of the war. With 21 percent of those surveyed, a car rated first; a house followed, with 13.3 percent; furniture, 9.2 percent; and home repairs polled 5.3 percent, among first choices. There will be competition for those 84 billion dollars tucked away in America's stocking and it's not all going into houses. It appears that in spite of the fact that people want houses within the year after war ceases, this desire is going to be challenged by other merchandise, and builders are

going to have to produce houses at lower costs—and from better materials and superior architectural plans in order to hold their own as time goes on. Naturally, the first year will not bring all the innovations that the following decade of construction and challenge will produce. A recent poll made by a trade magazine showed that 20 percent of the American women will buy models similar to those produced in 1942, and that 64 percent will wait for the new merchandise, which more than half of the consumers are expecting to be vastly different from anything yet built.

These expectations are wishful thinking. If houses were vastly different people just wouldn't buy them. And houses whose new gadgets we would accept, such as the precipitron, air conditioning, electronics for cooking, deep freeze compartments in kitchens, and television sets are not for the people who make houses their "first" choice of things to buy immediately after the war. These will cost too much. The vote for the car comes from high income groups; the largest part of the housing demand rises from the lowest income group living in overcrowded urban areas.

In cities of one million or over, 16.5 percent of the people want to build or buy a

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home; in towns with populations under 2,500 only 11.1 percent want one; in rural districts the vote drops to 8 percent. Mechanical household equipment, which is now demanded as part of new homes and the new life to free women of domestic drudgery, will have to be produced in quantity before it can have a mass market.

Many of the immediate builders and buyers of homes will be the returned servicemen and the new generation coming from civilian life which has been saving its money in war bonds. The new "G. I. Bill of Rights," passed by Congress, makes provision for the Veterans Administration to guarantee loans, at an interest rate of 4 percent, to help veterans build or acquire homes.

The amount the veteran can borrow will be determined by his ability to repay the loan. The "G. I. Bill of Rights" makes it possible for a veteran to buy or build a home without any cash for down payment and will stimulate the buying and building of homes throughout the U. S. A. With 10 million veterans demobilized, it is not unreasonable to believe that a fourth or 2½ million may eventually want home loans guaranteed by the Government. This would mean a total of 12½ billion dollars lent by private lending institutions and partially guaranteed by the Government.

The Federal Housing Administration of the National Housing Agency will continue to insure mortgage loans. It estimates that with material, labor, and a normal demand during the first year of post-war activity, between 350,000 and 400,000 privately built dwelling units, with an average value of \$5,000, will be built at a total cost of nearly 2 billion dollars. The largest number of dwellings ever built in the United States in 1 year was 935,000 in 1925, and, in recent years, 715,000 in 1941. As much as 3 billion dollars will likely be spent on repairs and modernization work, in the year following the end of the war. Both building and repair of houses may be expected to provide work, on and off the site, for an average of 2,400,000 men for the year, reaching up toward 4,000,000 men at the end of the year. Ample funds from private lending institutions will be available to finance any likely volume of construction. Recovery of the availability of materials and labor will come gradually, but will gather momentum as it goes.

Already Government agencies and private industry are making model homes as experiments in the post-war housing boom. In

the low-income range for farm families, for example, Farm Security Administration which helps eliminate rural slums through its rehabilitation and farm ownership loans program, has begun looking into the possibilities of construction materials other than the high-priority, high-priced lumber. It believes it has something of special promise in "cinder concrete block houses."

Twenty houses thus far have been erected in North Carolina, ranging from four to six rooms, at a cost of only \$1,800 to \$2,100 each—or 20 percent less than the cost of frame houses of the same size. This is principally because of the scarcity and higher cost of lumber at the present time. In fact, the use of cinder block construction in walls and of concrete in floors reduces by 75 percent the amount of lumber needed in a five-room house. Much of the work does not require skilled labor, which means that family or neighborhood labor can be used. These all-masonry houses are virtually fireproof and verminproof, and their upkeep runs at least 25 percent lower than for frame buildings.

Improvements in private industry have gone far. Prefabrication has progressed from the experimental stage into wide-scale production. Many prefabrication enthusiasts predict that as a family outgrows its prefabricated home it may be traded in on a newer, larger model, as with automobiles.

These experts also prophesy that it won't be long before the walls of houses will be prefabricated panels, with electrical wiring and sound insulation. The trussed roofs will be self-supporting. If this comes true, you'll be able to shift walls, changing your house to suit your ideas of taste, space, and dimension. The interior of the new house will also reflect the developments that have been made in plastics and metallurgy.

According to some of our most eminent architects, your post-war house should be designed to afford a maximum amount of living space, but as different from the pared-down, square depression house as economy will allow. They are making the economy house one-storyed with no attic or basement because heating plants with radiant coils can be installed above ground. Better insulation means flat roofs. This house will have fewer but larger rooms, more closets and storage space than ever before—to make up for loss of the usual basement and attic storage space . . . more built-in furniture, more labor-saving appliances, and, most important of all, more use of the sun for lighting and heating.

In the house of the next decade, these architects feel, the kitchen should be given the emphasis it deserves. Instead of having separate pieces of equipment placed more or less haphazardly all around the room, the kitchen will have a long, continuous counter that is flush with the wall and above this counter, a tall, room length window. Many of the kitchens now being proposed would have no refrigerator or stove. Instead, the refrigerator would be broken up and installed for greater convenience at various places in the counter. The stove too, would be distributed within the work counter, and it would include 3 burners, a vertical broiler that can cook steak on both sides simultaneously, and a deep pressure cooker. The flame controls would be installed in the counter's dashboard. There would also be in the work counter a mechanical dishwasher-sterilizer, compartments for pots and pans, for waste paper, for the bread box.

Already constructed are some model houses with the beautiful kitchen-dining-living-room combination, an informal work-living room, which makes use of the old Pilgrim kitchen idea where all the real living took place. A library is provided for formal entertaining. This house is not in the miracle category but within low- and medium-priced ranges.

Revolutionary as some of these changes seem, they represent a culmination of housing trends that were being developed before the war. For many years, there has been a movement toward "functionalism" in design. Architects, interior decorators, modern men and women want household equipment designed for use. The home, the table, or even the coffeepot, will be beautiful because it works. The post-war house won't resemble the fabulous palace, luxurious with full-course meals floating in, cooked by magic, and with doors opening and beds being made as though untouched by human hand. It will resemble something you are accustomed to, but with functionalism, economy, space, and uncluttered lines stressed.



# All work and no school— denies youth its place in the future



**YOUNG** people want to do their share. And they have. They have eagerly spent summer vacations as harvesters, pickers, milkers, on the farms. They have done adult work in shipyards and mines, on railroads, and in stores, offices, and warehouses. With an energy and enthusiasm that only youth can know, they have jumped at the chance to work and to be independent. They have made a good record.

But on the other side of the ledger there has been a serious setback to the progress that was made before the war, not only in adolescent education and vocational guidance, but in child labor legislation and enforcement.

As a result, enrollment for 1943-44 in high schools throughout the land dropped back to the 1934 level. Approximately 5 million boys and girls, or more than half of all 14-through-17-year-old youths in the country, had jobs this summer. In the last 6 months of 1943 almost two and a half times as many establishments were found violating the child labor provisions of the Fair Labor Standards Act and more than twice as many minors were found illegally employed as in the entire year ended June 30, 1941. Of those 14-to-17-year-olds who chose to stick to their education, many were working night shifts, at unsuitable jobs. Some had a combined school and work week of 50 to 70 hours.

Many of these young workers have fallen easy prey to the delusion that a job now means a surer chance for employment after the war. They are only too willing to grow up quickly and to take over adult jobs and the responsibilities and privileges that go with such jobs.

But parents, educators, Government officials, and local community leaders have come to the conclusion that many of the working youngsters would be doing a greater service to themselves and to the future of democracy by finishing their high school education. They know, too, that both the student who must work for some of his support and the student who works simply because he wants to must be protected from their own enthusiasm.

A three-cornered program has been initiated to stop or at least to curtail the movement of minors out of school and into jobs. The U. S. Office of Education, the Children's Bureau of the Department of Labor, and the War Manpower Commission are cooperating in a joint program (1) to get children to go to school, (2) to accept only part-time jobs that will not tax their health or impede their education, and (3) to work only under conditions that meet minimum Federal and State child labor laws. These three Government agencies have called upon all responsible adults and children to cooperate in the program.

Individual communities and schools have responded in differing degrees.

Baltimore was no worse than any other war-boom city, but it was typical of what had happened to the long-term program of protecting minors from themselves and from harmful employment. Therefore, the Children's Bureau of the Department of Labor surveyed the public schools in Baltimore to find out how many students were working, number of hours at work, wages, and other conditions of employment.

The survey proved that students were working too long and too late hours and often in unsuitable types of jobs. Large numbers of children under 16, including a

considerable number under 14, were employed in violation of the State and Federal child-labor laws. In addition, the children were taking any kind of job so long as it paid well. They didn't care if it had any connection with previous schooling or training, or if it had opportunities for advancement. Because of this, there was a large turn-over of workers. They moved, on the slightest pretext, from one job to another. This was hard on both the workers and the employers.

After the survey was made, the Superintendent of Schools, the teachers, and the Labor Department became aware of the magnitude of the problem, and they have made progress in the development of a planned school-and-work program. In particular, the Department of Labor is now cooperating with the schools in the issuance of work permits. This gives the schools an opportunity to check on the health and scholastic standing of the boy or girl who wants to take on the extra responsibility of work.

Other schools and communities have recognized the seriousness of reduced enrollment, poor school attendance, and harmful child labor and have tackled the problem in a number of ways. In Washington, D. C., for instance, the schools, since before the war, have been developing a program for the protection and guidance of students and minors. Under the law, the schools are in charge of issuing work certificates or permits and of giving free medical examinations to applicants.

Enforcement of the District of Columbia Child Labor Law, which sets up certain limitations as to age, hours, and kinds of work, is the first big job that the schools are doing in protecting their students and other boys and girls between the ages of 14 and 18.

Next step is a work-and-school plan that makes it possible, where necessary, for young people to continue their educations and still work. The community and school leaders do not want to see hundreds of boys

and girls leaving school before they have completed their basic education, in order to take a job which at best is bound to be temporary. Schools in the District of Columbia have had a 15-percent drop in enrollment since the war.

Since students were bound to take jobs, the school officials decided to encourage part-time and holiday work and to place students in jobs that would not tax their health or vitality; jobs that could be done without interfering with normal eating and sleeping schedules; jobs that did not require more than 28 hours a week. When a teacher reports a student falling behind in his studies, it is the responsibility of counselors in the school to talk with the student, find out about the out-of-school work, and, if possible, place him in a less demanding job. If the student is physically run down he is given a reduced school schedule, with rest periods taking the place of "gym" or study periods. Parents are advised of the condition of their child and asked to cooperate in a new school-and-work plan.

Another aspect of the over-all program is the cooperative work-school scheme which allows high school senior students to get experience on the job while finishing their school training. Under this program, students work 28 hours a week and go to school 4 hours a day. The job, either in an office or in a distributive trade, is used as the laboratory.

Somewhat the same kind of 4-hour-work and 4-hour-school program has been developed in the vocational schools of Birmingham, Ala., where boys and girls work and study at 11 different types of jobs, ranging from beauty culture to automobile mechanics. In Los Angeles, 20,000 pupils last year were employed under the "four-four" plan, going to school 4 hours and working at related jobs 4 hours.

In Philadelphia, a special bulletin, which described the various Federal and State laws protecting minors, was distributed to each boy and girl applying for a work certificate. Late in the summer, letters urging a return to school were sent to all who received the permits. The Philadelphia schools have also developed a scheme for supplying sales help to retail merchants on the basis of afternoon work during the school week and a full 8-hour day on Saturday.

Scattered throughout the country there are other schools which have realized the possibilities presented during a manpower shortage to direct young people into freely

chosen work for which they are trained. But they are also aware of the dangers in such employment and have tried to halt the growing tide of children leaving school prematurely.

There are still schools and communities, however, which have closed their eyes to the conditions affecting their young people. The industries, the stores, the railroads, the farms, the home, the restaurants, and the offices need the help of young people. But the need is not great enough to permit adolescents to work long hours while attending school or to give up their education. Yet this is what has happened. As the number of 18 and 19 year old boys and girls available for work decreased, more and more 16 and 17 year old students left school and entered full-time industrial and manufacturing work. Even the steel mills, which before the war never employed anyone under 18, are now hiring young 16 and 17 year old workers. In addition to losing their educational advantages, these young workers are impairing their health. Production schedules in the big plants are too tight to allow for exceptions from overtime, night work, irregular shifts, and abnormal or dangerous working conditions. Both the health and future of these young workers are at stake. When the war is over these boys and girls will feel too much out of the swing to go back to schools. They will be uneducated,

untrained, and unemployed. Because industry and business have been so desperate for workers, and because of indifference on the part of the community, some employers have not been careful in observance of the State and Federal child labor laws. Young boys and girls, tempted by easy money are not taking advantage of their inalienable right to education and to the nutritional, recreational, and social aspects of public schools. Without health, without training, with an abnormal idea of the business and industrial world, these young workers will be the misfits of the future.

It is the responsibility of communities, schools, parents, and teachers to safeguard these adolescents now, to encourage the completion of schooling, to enforce and extend the labor laws, to watch over the health and welfare of young workers, to fit boys and girls now for decent lives as adults.

When enforcement of existing child labor laws has slipped it is the obvious duty of the community to effect strict compliance as a first step. Responsibility for enforcement is, of course, a function of the Federal and State Departments of Labor but it requires community-wide cooperation. Employment certificates or work permits are required in 43 States and the District of Columbia for minors under 16, and in 18 States and the District of Columbia for minors between 16 and 18 years. It is good policy to have close



These young people are learning how to set up a newspaper. This is just one of the many opportunities for boys and girls to learn a chosen profession, while attending school.



Farm work during summer vacations helps the Nation and helps the worker.

cooperation between the schools and the State Department of Labor in the issuance of these permits. In this way the school has a closer watch over students and can guide them in the choice of the right job. In line with the compliance work, the National Conference on Labor Legislation, called by the Secretary of Labor, felt very strongly that it was necessary to extend the existing child labor legislation. In December 1943, it recommended that plans be made to revise the State child-labor laws where necessary to achieve a basic 16-year minimum age, a maximum 8-hour day and 40-hour week for youth under 18, limitation of total hours of work and school to 8 a day and 40 a week, prohibition of night work, provision for lunch period and weekly day of rest, and 18-year minimum age for hazardous occupations, and provisions for employment or age certificates for youth under 18.

If a community is concerned over the drop in high school enrollment and the alarming numbers of young children working under unhealthy and dangerous conditions, it can organize a special committee, composed, perhaps, of representatives from the local youth serving agencies, from industry and business, from the Labor Department, the schools, the labor unions, Parent-Teacher organizations, the women's clubs, and the social welfare groups, which will devote itself to the prob-

lem of youth in wartime and to the permanent problems of child labor and education.

Such a committee could conduct a survey of the work children are doing outside of school hours; could help in the enforcement of the labor laws, and recommend higher standards of child labor legislation; could organize a go-to-school campaign, which would emphasize the value of education; could initiate action to extend vocational counseling services in the schools and consider the need for a cooperative program of school and work; and generally work with the various State and Federal agencies which have the responsibility for helping young people.

Some communities have already organized such a committee. For example, in Ohio, a Committee on Youth in Wartime was organized. In June of this year, a special executive committee, representing the public schools, the labor unions, the Ohio Consumers' League, the religious organizations, and the welfare agencies, was appointed to work out a way of dealing with decreasing enrollment and increasing employment of high school age pupils. This "Back-to-School Committee" mailed 10,000 letters to school officials and community leaders, calling on them to organize their communities to meet this problem. A special campaign handbook was prepared, filled with suggestions as to how local communities could conduct the program and could persuade young people to hang on to their educational opportunities. A State-wide publicity drive was initiated in all daily newspaper channels as well as in the weekly and foreign press of the State. At the same time the committee keeps in close touch with the Office of Education, the War Manpower Commission, and the Children's Bureau in order to gear its program to the national "Go-back-To-School" drive.

To help communities lick the problem, the Children's Bureau of the U. S. Department of Labor and the U. S. Office of Education have prepared a handbook on sugges-

tions for enrolling and keeping the Nation's boys and girls in school, either full time or in a well-planned school-and-work program, until they complete their courses. While the supply lasts, this handbook may be had on request from either of these two agencies.

Young people cannot help themselves completely. They want to share in the war and in the peace that will follow. It is up to the parents, the teachers, and the leaders of business and trade to insure youth its rightful place in society.

#### TO BOYS AND GIRLS OF HIGH SCHOOL AGE:

Many of you have spent your summer vacations on farms, in stores, and factories helping with the job of winning this war. Now that school has begun once more, I trust that you have returned to your classrooms and laboratories. Of course, it may be necessary in some labor-shortage areas to continue to enlist the help of high school youth in supervised work-school programs. We are defending ourselves today against enemies who have attempted to make slaves of us all. When we have beaten them back, we will have won half the battle. But the big struggle will still remain, of seeing that our freedom stays won.

In this struggle you will have a big part to play. This is why it is so important that you continue your studies to equip yourselves to understand the great problems ahead and how to deal with them. The opening of school this fall was your "D-Day" in the struggle for a better world. I hope that every one of you will meet the challenge wholeheartedly, just as your older brothers are meeting their challenge all over the world.

Sincerely,

PAUL V. McNUTT, Chairman  
War Manpower Commission.



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# Leftovers for Peace

***Ships and shoes and sealing wax are only a few of the things that may go on the market when war ends. Here is a preview of what your bonds may buy***

**DO YOU REMEMBER** the little girl who came to school after the last war, dressed in denims instead of gingham? Or the little boy who proudly displayed his khaki pants, made out of his dad's old uniform? Well, you may be seeing their children wearing the same sturdy materials when this war has come to an end. In fact, fancy patterns may go out of vogue for some adults, too.

Tremendous amounts of clothing now being used for military purposes may be available to consumers after the war. A new generation of children can help to wear out a new generation of surpluses; but this time, there'll probably be material enough to keep the children clothed, and then some. Our cotton mills have spun more materials during the last 4 years than ever before. You can get a more specific picture of the immense amounts of clothing materials that may be available for consumers after this war, when you consider that enough fabric has been produced to provide every soldier now fighting in Europe with a re-issue of uniforms.

Business dresses for secretaries, seersucker suits for men, and uniforms for nurses may all be fashioned out of the fabrics which have done such an excellent job in helping to win the war. These materials have proved that they can take it; and this will make them valuable on the home front when America adjusts itself to peace again.

But clothing is only one aspect of the tremendous potential surpluses which will be on hand when the last bullet is fired.

Perhaps one of the most important of these surpluses will be in food. Food stocks, now piled up in England, are about 4 times larger than the amount of food which Britons normally consume. The war's end will leave us with our own domestic stockpiles—stockpiles which must be marketed rapidly. We now have so many eggs that they could not all be sold through normal marketing channels in this country. There is probably a year's supply of eggs on hand. Large quantities of them are dehydrated.

It is pretty difficult, in our present world

of material shortages and priorities, to imagine a "surplus." But as our fighting forces step up the tempo of this war, military surpluses are beginning to pile up in ever-increasing amounts. Just how do these surpluses come about? In war you can't figure too close. Better to win a war and face a surplus than to lose one for lack of vital supplies.

Many of our prospective surpluses will be made up of military supplies which the rapid pace of present combat has rendered unnecessary.

They cover almost every imaginable type of product. Offhand, you might think the Army and Navy would find little use for sewing machines, cash registers, slot machines, and parking meters, yet these products have been among the military surpluses which are being channeled back to the home front. A partial count of other surplus products might include furniture, nails, buttons, beads, lamps, farming implements, office machines, spring scales, pots and pans, radio receivers, clothing, medicines, cosmetics and toiletries, belts, tableware, and thermometers. But these are only past and present surpluses. After the war, America will likely have several billion dollars' worth of surplus commodities on hand. These future surpluses will include industrial facilities, merchant ships, military construction, war housing, and hundreds of consumer products.

No one can tell exactly how large our post-war surpluses may be. But you can get a rough idea by comparing our wartime production program with production before the war. Just think how many pots and pans, cups, dishes, and silverware are now being used in Army kitchens and mess halls! Large quantities are also stored in warehouses for replacement. Every soldier is now provided with several replacements of shoes. He has equally plentiful replacements of fatigue clothing, raincoats, socks, shirts, and underwear. The exact number of replacements depends on the region he

happens to be in. But this is only a rough sketch of the wartime production which, when peace comes, will leave us with large surpluses on hand.

Portable houses and trailers will not be marketed to people looking for post-war homes, because the Government is anxious not to create slums after the war. Since these houses deteriorate rapidly, within a few short years they would turn into ramshackle, unlivable structures. Perhaps they could be sold to farmers as temporary barns and sheds, or sold to tourist camps. Permanent housing, of course, will be on the market. But the National Housing Agency has not yet decided how it will be sold.

Army trucks and jeeps may be made available for farmers and ex-servicemen. A few jeeps have already been sold, but no more are to be marketed until the end of the war.

Most equipment now being used in hospitals and nurses' quarters—such as the regulation beds—will have no civilian use; much of it will continue to be urgently needed in veterans' hospitals after the war. But to a certain extent such articles as vacuum cleaners, irons, mixing masters, ironing boards, juicers, brooms, mops, linens, drapery and curtains, bookcases, davenport, and rugs might be made available for consumers.

If you're merely shopping around for a bargain you'd better not apply for any surplus goods. The Government does not intend to sell them at cut-throat prices for two reasons. In the first place, most of our war goods were produced at a relatively high cost, because speed was necessary and labor was paid high overtime. The Government, therefore, is holding out for reasonable returns. Secondly, it would probably disrupt our civilian economy if large quantities of surplus goods were suddenly dumped on the market at abnormally low prices.

But there is no question about the immediate surpluses which are increasing almost daily as the war goes on. Early in the war, our officials foresaw these surpluses, and realized that some method of getting rid of them would have to be figured out. Sales are now occurring constantly. Only a fraction of our total surplus is marketable. Combat planes, for instance, are not suited to civilian use. Many supplies are so obsolete that they are only useful as scrap.

The Government has already sold thousands of cases of corn, carrots, condensed milk, orange juice, and other surplus food. Large numbers of airplanes have been placed on the civilian market. Other sur-



Everything from planes to pea soup will be released from Government stocks after the war ends.

plus sales literally cover ships (small ones) and shoes and sealing wax. It would be impossible to list here all the odds and ends of consumer commodities that have been marketed during the last 6 months.

Exactly how are our wartime surpluses being marketed? Well, the method of their disposition doesn't vary considerably from ordinary peacetime sales. The Government is trying to channel them back into the normal distribution outlets, wherever this is possible. The chief objective of present surplus sales policies is to make it easy for the consumer to get hold of the particular surplus product he may happen to desire. To insure this, surpluses are being sold in small batches. Take land, for example. Present surpluses in rural acres are being disposed of in family-sized parcels. When land is resold, its former owners get first chance to buy it back.

Surplus foods are offered to the original processor for distribution. If he is not interested in buying them back, they are advertised to other distributors. Whenever any particular food happens to be in surplus, the War Food Administration informs the entire trade of its availability.

Roughly the same procedure is used in marketing other surplus civilian consumer goods. Wholesalers, jobbers, and dealers are automatically placed on the preferred list for these commodities. Lots are kept as small as possible, so that the smaller firms can participate in relaying surpluses to the consumer. In the first 5 months of this year, about \$4 million dollars' worth of civilian goods were sold. As of last July we still had \$30 million dollars' worth on hand.

Some planes suitable for training or civilian use are already being sold. There may be a considerable demand for the smaller type of airplane.

Trucks and automotive equipment are be-

ing sold in areas where they are most needed. So far, only limited numbers of trucks have been resold, but they have played an important part in relieving farmers in desperate need of trucks to move their crops.

These policies, which are making it possible for America to re-absorb her war surpluses with a minimum of delay, are largely the work of the Surplus War Property Administration. Its job is mainly one of coordinating the disposal activities of the various Government agencies which have jurisdiction over specific products. Let's take a look at the SWPA's operation, and, incidentally, at the concrete steps by which a surplus product gets disposed of.

To begin with, a commodity is not assumed to be in surplus until it is officially declared to be so by the War or Navy Department. It is then reported to the SWPA, which in turn reports it to the appropriate Government agency for resale. The Procurement Division of the Treasury is charged with the ultimate disposal of all consumer goods. The Reconstruction Finance Corporation handles capital and producers' goods, and certain types of real estate and airplanes. Surplus foods are, naturally, marketed through the War Food Administration. The U. S. Maritime Commission has responsibility for commercial ships, and the Navy Department has charge of warships.

Perhaps the most important potential disposal job is in the hands of the Foreign Economic Administration. It is up to the FEA to see to it that all our foreign surpluses find markets after this war is over. Probably the greater part of our post-war surpluses are now in military depots at various points on the globe. Officials do not expect that a very considerable amount of these foreign surpluses will be shipped back home. There will be no market here for

many of them, and others could not be resold at a price which would cover their ocean freight. For the most part, these surpluses will be concentrated in England, and in northwest Europe, from France to Norway. They will also occur in many Mediterranean countries, in India and Burma, in the South Pacific Islands, in the East Indies, and in South America.

All these are good strategic locations, for they are located close to countries badly in need of relief. Since, under the policies of UNRRA, member nations are free to contribute goods instead of money for relief purposes, FEA will probably ship a great many of our foreign surpluses to devastated countries. It is estimated right now that the most urgent relief requirements will be for food, fertilizer, farm equipment, transport facilities, medicines, soap, and clothing. Practically all these products will be under Army tarpaulin when the war ends.

Our wartime housing facilities will be disposed of through the National Housing Agency. Over half of the houses built by the Government for war workers are only temporary structures and, under the terms of the Lanham Act, must be torn down within 2 years after the war ends. All permanent housing will be put on the market as soon as peace arrives. The Lanham Act provides that these houses shall be disposed of through a special committee within the NHA, at a fair price.

During the last war, we had no advance planning for the disposal of surpluses. As a result, both industry and the Government were unprepared. Distribution facilities became clogged. Prices shot up. Consumers turned into speculators overnight, in the hope of obtaining surplus goods "dirt cheap."

This time, we have made a good start on the surplus problem. No matter who you are, you have a stake in the program.

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# CG news letter

last minute reports  
from U. S. Government Agencies

**Onions are once more abundant.** Because of the heavy supplies of northern and western onions reaching the markets and because of a shortage of adequate commercial storage space, the WFA is asking consumers to buy their winter's needs now and store them in their own cellars, pantries, or attics. Select good, fully dried onions, keep in a dry place at temperatures ranging from 32° to 55° F., and provide free circulation of air.

**1,768,968 electric irons** lead the parade of durable goods that will reappear on the market since production was suspended in 1942. In cooperation with the OPA and WPB, 20 manufacturers have agreed to market the new irons at no change from the March 1942 prices. The irons to be manufactured represent a well-balanced production in the low- and middle-priced brackets, with retail prices for the automatic type iron ranging from \$5.70 to \$11.70. Two nonautomatic types will also be manufactured at a price range of \$5.30 to \$7.60. The retail price will include federal excise tax and will appear on a statement attached to the iron. The statement also will give the make or brand name and the model number.

**High incomes, war bond savings, and large demands for consumer durable goods** can lead to a repetition of the inflation that followed on the collapse of the German Army in 1918. In order to avoid the "bitter mistakes of 1918-19," the OPA has announced these general principles:

**First**, the cost of living will continue to be held tightly in check; **second**, products available during the war will be priced according to present OPA standards; **third**, new items coming back into production will be promptly priced, either specifically for each company or on an industry-wide basis; **fourth**, pricing methods will be adjusted from time to time to fit changing conditions; and **fifth**, price control and rent control must be in effect as long as they are needed. If price control should appear to be no longer needed on any group of commodities, it will be immediately removed. In general, the OPA pricing policy will try to be such as to encourage the fullest possible production of goods and services at the lowest possible price to consumers.

**An expected shortage** of 6,000,000 tons of anthracite means that householders will have to start now to conserve their share of the reduced supplies. Delay in starting furnaces in the fall and willingness to bear

slight chilliness in the mornings and evenings will go far toward making up for reductions in fuel quotas. One of the best ways to save coal is to postpone starting central heating plants until the temperature remains consistently below 65° F.

**The Bureau of Labor Statistics**, in its most recent retail price survey of more than 150 stores in 21 large cities, has found that shortages of cotton clothing, cotton yard goods, and cotton household supplies continue. Low-priced goods are scarce and where supplies are available they are often in medium- to high-priced lines. The most widespread and acute shortages were in men's and boys' underwear, men's work clothing, infants' clothing, percale yard goods, and sheets and pillowcases.

**A welcome follow-up** to this gloomy news is the announcement by the War Production Board that a special program for the production of essential civilian cotton knit wearing apparel has been initiated. Under the program three types of cotton knit wear will be produced: Hosiery for infants, children, boys, and men; infants' and children's underwear and sleeping garments; and women's tuckstitch underwear. Priorities assistance will be granted to manufacturers for obtaining cotton yarns used in the production of these items. A manufacturer receiving authorization to participate in the program will be required to produce items within the same price ranges as the goods he produced during the third quarter of 1942.

**Already under way** is a customer-grocer educational campaign designed to make definite ceiling price information available to more consumers. The program, a joint cooperative endeavor of OPA and the leading trade associations, will continue through December and is one that all consumers will want to have a share in. The November issue of Consumers' Guide will carry a full report on the program and how you can help put it across.

**Vitamin C need not** be absent from the family diet because of a shortage of citrus fruit. According to latest WFA allocation, for both fresh and processed citrus fruit, for the period July 1, 1944, to June 30, 1945, substantially more is expected to be available to civilians than was allocated last year. This means that from the total allocable supplies, civilians will receive about 12.7 billion pounds, approximately 8 percent more than last year.

**School lunches and war plant lunch boxes**

benefited by the addition of 17 processed foods to the point-free list on September 17. Lunch-box items now point-free include all varieties of jams, jellies, and fruit butters. Mothers of small children will hail the release of baby foods from the ration list. Other items on the "free" list are canned vegetables, including asparagus, fresh lima beans, corn, peas, pumpkin or squash, and mixed vegetables. Baked beans, tomato sauce, tomato paste, tomato pulp or puree, and soups were also released from rationing.

**To homeowners and farmers** WPB released a half billion board feet of lumber which has been accumulating in distributors' yards and which is not adaptable to war uses. This lumber may be sold by distributors until December 31, without priority or special authorization up to the amount of one-third of the distributor's September 1, 1944, lumber inventory. It is primarily intended for maintenance and repairs; but some new building, such as barn replacement, will be allowed.

## CONSUMER CALENDAR

**Processed Foods**—Blue Stamps A-8 through Z-8, and A-5 through L-5, valid indefinitely. Blue tokens now out of use as of October 1.

**Rationed Meats, Fats, Etc.**—Red stamps A-8 through Z-8, and A-5 through G-5, valid indefinitely. Red tokens may be used as change.

**Sugar**—Stamps 30, 31, 32, and 33, valid indefinitely, each for 5 pounds of sugar. Sugar stamp 40, worth 5 pounds of sugar for home canning, valid through February 28, 1945.

**Shoes**—Airplane stamps 1 and 2, valid indefinitely.

**Fuel Oil**—Period 4 and 5 coupons, carried over from last year's ration, valid throughout the present heating year. Period 1 coupon, good in all areas.

**Fat Salvage**—Every pound of waste kitchen fat is worth two red points and 4 cents.

**Gasoline**—Coupons A-11 good for 3 gallons in Eastern States and the District of Columbia. Outside this area A-13 good for 4 gallons.

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sumers' guide

October 1944

# GUIDE POSTS

## Eat Them Fresh

Now is the time to think about storing your Victory Garden carrots for the winter. Winter storage tests of carrots in Colorado showed that they keep best when topped and either buried in moist soil below the frost line or packed in tight, moisture-resistant containers in a storage room at temperatures ranging from 32° to 40° F. To hold their vitamin C, carrots must be kept both cold and moist.

Another way of storing their valuable vitamin A, and receiving the benefit of their considerable amounts of vitamin C, is to eat them raw and fresh from the garden. Mature carrots are richer in vitamins and flavor than young, tender "baby" carrots. Overcooking dissolves most of their vitamin C content but not their vitamin A. Couple vitamin economy with dollar economy and store your carrots right!



## Aussies Supply Yanks' Chow Line

One-fifth of Australia's total war expenditure comes under the heading "Reciprocal Lend-Lease to U. S." Ninety-five percent of the food used by our armed forces in the Southwest Pacific is supplied by Australia. This food bill totals 2 hundred million dollars. Costs amounting to \$157,000,000 more include clothing, transportation, and other services and commodities for the Yanks. Our boys are liking this good treatment, the country, and people "down under" so well that it is possible, when the war ends, some of them may respond to Australia's welcome mat, put out for new citizens, and settle down for good on her wide frontiers.



## Danger—Dyed in the Wool!

If you use hair dyes to accent your coloring, insist on a patch test *24 hours before* the beauty operator applies the dye—which may be a coal-tar product. The Food and Drug Administration warns that 25 out of every 1,000 persons are hypersensitive (allergic) to the first application of the dye; and that 25 more will sooner or later acquire hypersensitivity, if they continue using it. If a person is allergic, the small amount applied as a test will usually cause redness or itching within 24 hours.

In a recent survey covering 12 beauty parlors, a Food and Drug Administration inspector found that an average of 1,000 hair-dyeing operations were made by them each year. Only 2 of the 12 beauty parlors gave the patch test to all customers before each retouching. Patrons should ask to see the label on the dye used. If it contains a "caution" statement, insist that a proper patch test be made *24 hours* before the hair is dyed or retouched. Only the patch test will tell!



## First Come, First Go

Promote your baby from the three-cornered pants to the regular pants class—or the diaper service man may have to leave you in the lurch. Heavy autumn demands are expected to exceed the capacity of diaper service companies which have been asked by the textile maintenance service industries advisory committee of WPB to meet the needs of hospitals and new babies first, and to discontinue calling at the homes of customers who have been receiving their services over the longest periods.

## Soldiers' Return

(Concluded on page 5)

picture that the G.I.'s won't be swept off their feet.

Also the American Legion magazine in its September issue advises veterans with a yen for farming, but no experience, to work for a year or two as farm hands before they plunk down their cash to buy farms.

For the veteran who does want to go into farming, agricultural advisory committees composed of local citizens are being set up on a county basis to work with the county agricultural agent in supplying ex-servicemen with facts about general conditions and opportunities in the community as well as particular farms for sale or rent.

Such are the problems of the veterans—which call for action in all the cities and towns and on the farms of America. These are problems which all citizens have the opportunity, privilege, and obligation to help meet in the best interests of servicemen and the Nation.

## Looking For Information?

Residents of small towns interested in conducting a post-war job survey can get instructions and technical assistance by writing the Agricultural Economics Department of their State Agricultural College or the Agricultural-Industrial Committee, Bureau of Agricultural Economics, U. S. Department of Agriculture, Washington 25, D.C.

In larger towns, individuals and firms who want to promote *Community Action for Post-war Jobs and Profits* are advised to contact the Local Chamber of Commerce and the chairman of the Committee on Economic Development. The name of the local CED chairman can be obtained from the nearest U. S. Department of Commerce field office.

## LISTEN TO CONSUMER TIME

### Every Saturday—Coast to Coast

over N. B. C.	12:15 p. m. EWT
	11:15 a. m. CWT
	10:15 a. m. MWT
	9:15 a. m. PWT

Dramatizations, interviews, questions and answers on consumer problems. Tune in.  
Brought to you by the

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